

**SYSTEM FOR JOIN-UP INCENTIVE MESSAGING AND BONUSING**

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**ABSTRACT OF THE DISCLOSURE**

10      Uncarded play can be monitored by a gaming device or network to target incentives aimed at achieving player tracking system enrollment. A player is permitted to begin gaming device play. The player's play is monitored for triggering events suggesting a player's value to the casino and prompting notification of join-up incentives to the player. The player can be solicited to enroll and can be awarded join-up incentives following enrollment.